Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes
Canada

News Release

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CRTC APPROVES NEW FM STATION IN KELOWNA

VANCOUVER -- Radio listeners in Kelowna will get a new choice on their radio dials as the CRTC today authorized Four Seasons Radio Ltd. to operate a new English-language FM station on 99.9 MHz (Decision CRTC 1995-131). The station proposes to broadcast a country-music format. Today's decision follows a CRTC public hearing held in November 1994 in Vancouver.

Before licensing new stations, the CRTC examines closely the ability of the community to absorb a new broadcast competitor. During the November proceedings, the Commission was provided with evidence that Kelowna is a buoyant market with an expanding population and a growing economy which is in a good position to support the new station.

"Country music is the fastest-growing segment of the music business", said CRTC Chairman Keith Spicer, "and we are pleased that the new FM station will add another listening choice in Kelowna, one of Canada's most vibrant markets."

The Four Seasons licence term expires in August 1997. This will allow the Commission to consider its renewal at the same time as that of other stations in the market.

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